

For Immediate Release



March 15, 2021

Reached cumulative shipment volume of **500** million units since the launch in 1999!

When lined up in a straight line, equivalent to the length of  
roughly **11** Japanese archipelagoes north to south!

The new Beyblade will **“evolve”**!

A new chapter of “Beyblade Burst,”

the **“Dynamite Battle”** series begins in April!

**Toy series** To be launched Saturday, April 24, 2021

**Animation series** Starts streaming successively from Friday, April 2, 2021 on  
video sharing websites

TOMY Company, Ltd.



The unit will “evolve”!



A new series of animation will also begin!

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) has rolled out “Beyblade” modernized bei-goma (traditional Japanese tops) battling tops since 1999 in more than 80 countries and territories around the world. The cumulative shipment volume of “Beyblade” has now reached 500 million units <sup>(\*)1</sup>. (as of February 28, 2021) 500 million Beyblade units lined up side by side in a straight line would add up to approximately 25,000 km, <sup>(\*)2</sup> which is equivalent to the length of roughly 11 Japanese archipelagoes north to south.

The latest series, “Beyblade Burst,” will roll out a toy series as well as comics and animation as a new chapter titled **“Beyblade Burst Dynamite Battle”** from April 2021. The most prominent feature of the Dynamite Battle series is “evolution.” By installing evolution parts, the main character’s unit will be enhanced.

In the toy series, TOMY Company will release five products including **“B-180 Booster Dynamite Belial.Nx.Vn-2”** (SRP: JPY 1,507/tax included), which is the first “Beyblade” unit on which evolution parts may be installed, and **“B-184 Custom Bey Launcher LR”** (SRP: JPY 990/tax included), a launcher capable of both clockwise and counterclockwise spins that may be customized by replacing units, which is also the first in the “Beyblade” series, on Saturday, April 24, 2021 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

The new animation series, **“Beyblade Burst Dynamite Battle,”** will begin on Friday, April 2, 2021 on “CoroCoro Channel” and “Takara Tomy Channel” on YouTube as well as the Beyblade official portal website, and new episodes will be streamed successively every Friday at 4:00 p.m.

Furthermore, to commemorate “Beyblade” reaching 500 million units, TOMY Company will hold “**Remote Burst Cup**,” an official Beyblade tournament. Starting on Saturday, April 24, participants will be invited to submit customized Beyblade units designed with “Beyblade Burst” products sold by TOMY Company. A large remote tournament is planned to be held at which the best customized Beyblade among the submissions will be determined. Details including submission requirements and tournament format is scheduled to be announced on Thursday, April 15 on the official website.

(\*1) The first generation released in 1999 shipped roughly 160 million units worldwide, the second generation released in 2008 shipped roughly 190 million units worldwide, and the third generation, which continues from 2015 to date, has shipped roughly 150 million units worldwide (as of February 28, 2021).

(\*2) The average size of Beyblade units from the first generation to the third generation is approximately 50 mm. If 500 million units were lined up side by side in a straight line, they would add up to approximately 25,000 km, which is equivalent to the length of roughly 11 Japanese archipelagoes north to south. The distance between the northern and southern ends of the Japanese archipelago is calculated as the distance between New Chitose Airport (Hokkaido) and Naha Airport (Okinawa), which is approximately 2,235 km. (Reference: Calculated by ANA’s basic sector mileage 1,397 multiplied by 1 mile = 1.6 km)

## Toy Series ”Beyblade Burst Dynamite Battle” Overview

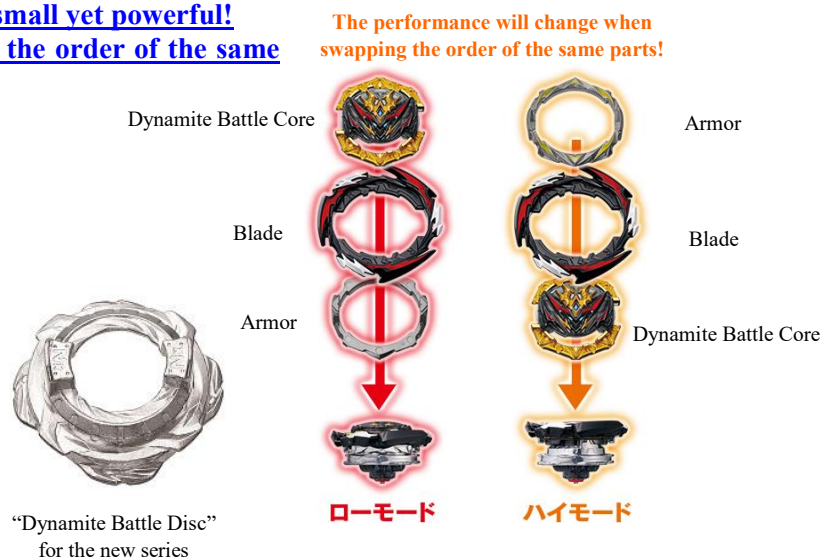
### ◆ The first time ever in Beyblade! Install evolution parts for enhancements!

“B-180 Booster Dynamite Belial.Nx.Vn-2,” which is the main character’s unit, will be enhanced when evolution parts (retrofitted enhancement parts) are attached. Evolution parts, sold separately, will be released one by one, with which the performance of Dynamite Belial may be enhanced. Please look forward to future announcements on which parts will be released when. (Units other than the main character’s unit will not evolve.)

### ◆ Equipped with a new system “Dynamite Battle Layer System,” the units have a low center of gravity and are small yet powerful! The performance will change when swapping the order of the same parts!

With circular armors (metal parts) placed at a low position, the units have more centrifugal force, making them lighter and spin longer compared with the previous series. The energy layer base is comprised of three parts, and swapping the order of the same parts will change the performance. In the “Low Mode” (left of the photo), which is available only when combined with the “Dynamite Battle Disc” for the new series, the energy layer base and the forge disc will have the same center of gravity, achieving explosively high level of spins and attacks with the lowest possible center of gravity.

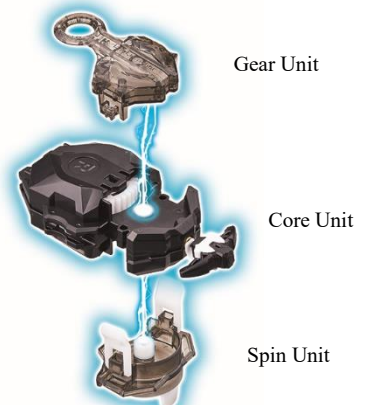
In the “High Mode” (right of the photo), the blades are placed at a higher position, allowing for a variety of strategies. All previous forge discs may be equipped in the High Mode.



### ◆ The first time ever in Beyblade! A customizable launcher is released!

“B-184 Custom Bey Launcher LR” is comprised of three units, namely “Gear Unit,” “Core Unit,” and “Spin Unit,” all of which may be reconfigured. By turning the Core Unit upside down and changing the spin direction, the launcher may be used for both clockwise and counterclockwise spins.

In the future, replacement units with different performance for “Gear Unit,” “Core Unit,” and “Spin Unit” are planned to be released.



## <Product Outline>

Launch Date in Japan: Saturday, April 24, 2021

Recommended Age: 6 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" ([takaratomy.com](http://takaratomy.com)), etc.

Copyright: ©Hiro Morita, BBBProject © TOMY

### **\*"B-181 Random Booster Vol. 25" only**

©Hiro Morita, BBBProject

©TAKAO AOKI • BB2Project • TV Tokyo

©Takafumi Adachi, MFBBProject, TV Tokyo

© TOMY

Official Website: [beyblade.takaratomy.co.jp/products](http://beyblade.takaratomy.co.jp/products)

### **• "B-180 Booster Dynamite Belial.Nx.Vn-2"**

The main character's "evolving" unit, which also appears in the new animation "Beyblade Burst Dynamite Battle"! The three thin and sharp blades will wield razor-like attacks against the opponents. It is a special attack-type Beyblade on which evolution parts may be installed.

SRP: JPY 1,507 (tax included)

Package Contents: Energy layer base (1), forge disc (1), performance tip (1), instruction manual on how to play correctly (1), sticker (1)

Dimensions: W 57 mm x H 35 mm x D 57 mm



### **• "B-181 Random Booster Vol. 25"**

A random booster containing one of six types. The rare Beyblade is the stamina-type "Cyclone Ragnaruk.Gg.Nv-6"! It is equipped with ultra-large wing blades that enhance centrifugal force.

SRP: JPY 1,232 (tax included)

Package Contents: Energy layer base (1), or energy layer base and forge disc (1 set), or energy layer base, forge disc, and armor (1 set), performance tip (1), sticker (1), instruction manual on how to play correctly (1)

Dimensions: W 56 mm x H 30 mm x D 57 mm



One of six different units will be included!

### **• "B-182 Beyblade Dynamite Battle Entry Set"**

An entry set with which beginners can start playing with Beyblade right away! The main character's special "evolving" unit "Dynamite Belial.Nx.Vn-2," "Custom Bey Launcher LR" for spinning Beyblade, a launcher grip, and the new standard type stadium "Bey Stadium Dynamite Battle Standard Type" are included.

SRP: JPY 4,950 (tax included)

Package Contents: Energy layer base (1), forge disc (1), performance tip (1), Custom Bey Launcher LR (1), launcher grip (1), Bey Stadium Dynamite Battle Standard Type (1), sticker (1), instruction manual on how to play correctly (1)



### **• "B-183 Bey Stadium Dynamite Battle Standard Type"**

A new standard type stadium! Compared with the conventional "Bey Stadium Standard Type," the battle area has expanded to 125% of the previous size! Furthermore, with two steps in the battle area and a deeper angle in the center, players can enjoy fierce battles.

SRP: JPY 1,980 (tax included)

Package Contents: Bey Stadium (top) (1), Bey Stadium (bottom) (1), attachment parts (2)

Dimensions: W 557 mm x H 145 mm x D 507 mm



## •“B-184 Custom Bey Launcher LR”

For the first time ever in Beyblade, this launcher capable of both clockwise and counterclockwise spins may be customized by replacing units. The launcher is compatible with all Beyblade units. The launcher, comprised of three units, may be reconfigured. The units are compatible with the launcher included in “B-182 Beyblade Dynamite Battle Entry Set”! In the future, replacement units with different performance are planned to be released!



SRP: JPY 990 (tax included)

Package Contents: Custom Bey Launcher LR (1)

Dimensions: W 115 mm x H 58 mm × D 57 mm

## New animation “Beyblade Burst Dynamite Battle”

As a new series following the animation “Beyblade Burst Surge” currently streaming on “CoroCoro Channel” and “Takara Tomy Channel” on YouTube as well as the Beyblade official portal website, **a new series of animation titled “Beyblade Burst Dynamite Battle”** will begin streaming on Friday, April 2, 2021. This is the sixth animation in the “Beyblade Burst” series.

**Name of the work:** “Beyblade Burst Dynamite Battle”

**Official portal website for the show:** [www.beyblade.jp](http://www.beyblade.jp)

**Streaming Information:**

Starts streaming successively on the following channels from Friday, April 2, 2021

• Official YouTube Channel “CoroCoro Channel” (every Friday at 4:00 p.m.)

<https://www.youtube.com/channel/UCKtxF3ufOkuJohTeKyNbYrQ>

• Official YouTube Channel “Takara Tomy Channel” (every Saturday at 5:00 a.m.)

[www.youtube.com/user/takaratomychannel](http://www.youtube.com/user/takaratomychannel)

• Official portal website for the show (every Friday at 4:00 p.m.)

[www.beyblade.jp](http://www.beyblade.jp)

**Copyright:** ©Hiro Morita, BBBProject

**Story:**

”If you are stronger than others, come challenge me, Bell Daikokuten!” People have been rumoring about the “Gate of the Underworld,” a graveyard of Beyblade. Bell Daikokuten is its guardian. Boasting never losing a battle at the Gate of the Underworld, he is truly the “Dark Prince.” Bell has hijacked all broadcasting in the world to declare war on all Bladers! In his hand is Dynamite Belial, the Dark Prince’s Beyblade...! Valt Aoi and his fellow legends stand up against the unknown Beyblade. The curtain rises now for the legend of Bell, the Dark Prince who is raging war on the entire world!



**About “Beyblade”:** “Beyblade” battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as “bei-goma.” Featuring highly detailed design, the Beyblade units may be customized by replacing the parts. The “customizable battling tops” may be spun easily by anyone using special “launchers.” Thus far, throughout the three series including the first generation “Beyblade” (since 1999), the second generation “Metal Fight Beyblade” (since 2008), and the third generation “Beyblade Burst” (since 2015), which continues to date, over 500 million units have shipped cumulatively in more than 80 countries and territories around the world. Each series has created a craze in many countries across the world including Japan.

**For press inquiries, please contact:**

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

**For product inquiries from consumers, please contact:**

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)